

Recommendation #14: Developing Community Awareness Around Increased Brain Health Literacy

Promote dementia-friendly community awareness programs that are designed to increase knowledge, understanding and access to brain health and dementia-related information and supportive resources. Awareness programs serve to reduce stigma and dispel myths and stereotypes around a diagnosis of dementia, engage **people living with dementia and their** care partners and offer support to people living with dementia in living well over the course of their lives. These programs should also provide information that serves to enhance a community's brain health literacy, enabling people affected by dementia to become partners in their daily care needs, as well as to engage in the search for effective therapies through participation in research, evidence-based interventions and clinical trials, if they choose to do so.

Dementia friendly-community awareness programs and brain health literacy efforts may include, but are not limited to, content regarding:

- 1) Promotion of strategies for living well with dementia.
- 2) Initiatives to promote brain health for all people and reduce risks associated with modifiable lifestyle factors.
- 3) Helpful resources to support people living with dementia and their care partners in developing effective strategies.
- 4) Overview of dementia, including prevalence, types, early symptoms, treatment, and course of illness, along with information about the benefits of early detection and diagnosis.
- 5) Community resources, educational programs and social services including evidence-based programs to support for people living with dementia and their care partners;
- 6) Opportunities for people living well with dementia to advocate for their own well-being and participate in meaningful engagement in community life.
- 7) Educational resources to support **people living with dementia and their** in fostering their own health and well-being;
- 8) Educational resources to increase awareness about research opportunities and benefits of clinical trials with special consideration for those in underserved, minority communities.
- 9) Information to help people living with dementia **and their care partners**, and community members recognize the signs of abuse, neglect and exploitation, along with resources to access in such cases; and
- 10) Standards defined as Culturally and Linguistically Appropriate Services (CLAS).

The target audience for community awareness and brain health literacy programs includes people living with dementia **people living with dementia and their care partners**, family members, professional care partners, businesses, faith-based communities, first responders, government agencies, social service organizations, community groups, K – 12 and higher education, along with any other interested individuals.

Programs promoting community awareness are offered statewide by various organizations and groups including, but not limited to, Dementia Friendly Nevada Community Groups, Alzheimer's Association, Cleveland Clinic Lou Ruvo Center for Brain Health and the University of Nevada, Reno (UNR) Dementia Engagement, Education, and Research (DEER) Program. Various outreach strategies can be used to promote these programs, such as broadcast/print interviews, articles in newspapers/magazines/websites and postings on social media sites. The Dementia Friendly Nevada website promotes community awareness programs scheduled in various communities statewide and offered online and offers resources for brain health promotion.

In addition to promoting community awareness about brain health literacy and dementia within the broader community, it is important to ensure adequate opportunities to learn about brain health and dementia across K - 12 and institutions of higher education.

Indicators:

- 1) Monitor the number and types of dementia and brain health-related community awareness presentations including, but not limited to, those listed on the Dementia Friendly Nevada website and offered through Dementia Friendly Nevada Community Groups, UNR Sanford Center for Aging, UNR DEER Program, Alzheimer's Association and Cleveland Clinic Lou Ruvo Center for Brain Health.
- 2) Monitor how effectively community awareness campaigns increase brain health literacy.
- 3) Monitor if content in community awareness campaigns around brain health literacy adhere to the Cultural and Linguistically Appropriate Services (CLAS) standards.

Potential Funding:

- Grants, gifts and donations
- Specific resources may include:
 - o US Department of Health and Human Services, Office of Minority Health, which releases NOFA's that fund efforts to action CLAS Standards

Engage all sectors of the community, including, but not limited to, healthcare, faith-based communities, law enforcement, retail, restaurants, government and long-term residential care and senior living, in:

- 1) Incorporating brain-health and dementia-related information/resources into existing employee assistance programs to offer specialized assistance to people living with dementia and care partners.
- 2) Offering dementia awareness programs to their employees, including, but not limited to, Dementia Friends, Dementia Friendly Community Awareness Training (CAT), Alzheimer's Association education programs, and education programs through the Cleveland Clinic Lou Ruvo Center for Brain Health.
- 3) Promoting education regarding brain health initiatives, dementia risk reduction and living well with dementia; and

- 4) Developing partnerships with local Dementia Friendly Nevada Community Groups, the Dementia Friendly Nevada Initiative as well as other state, local and national initiatives.

Indicators:

- 1) Monitor dementia-friendly activities and collaborations across various community sectors.

Potential Funding:

- Grants, gifts and donations
- Specific sources may include:
 - o Employers and employer organizations